How Social Computing Impacts Society

Irwin King

Department of Computer Science and Engineering
The Chinese University of Hong Kong

king@cse.cuhk.edu.hk
http://www.cse.cuhk.edu.hk/~king

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Sand from Centuries Past Send Future Voices Fast

The Nobel Prize in Physics 2009

"for groundbreaking achievements concerning the transmission of light in fibers for optical communication"

"for the invention of an imaging semiconductor circuit – the CCD sensor"

Charles K. Kao
Willard S. Boyle
George E. Smith

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Interdependence is and ought to be as much the ideal of man as self-sufficiency.

Man is a social being.

Mahatma Gandhi
A Brief History of the World

500 600 700 800 900 1000 1100 1200 1300 1400 1500 1600 1700 1800 1900 2000

Early Middle Ages
Medieval Age
Late Middle Ages
High Middle Ages
Renaissance
Enlightenment
The Reformation
Age of Liberalism
Age of Revolution
World At War and Interwar Years
The Modern World
A Brief History of the World


Industrial Revolution  Information Age  Internet Age  WWW Age

ENIAC  The MITS Altair  Apple II  Time Magazine Person of the Year  Birth of WWW  Birth of Web 2.0

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Billionaires’ Shuffle

2007

William Gates

Warren Buffett

Carlos Slim Helu & family

2008

Mark Zuckerberg

Facebook in 2004.02

2008

at 23 and $1.5 billion later...

Warren Buffett

Carlos Slim Helu & family

William Gates

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Top 10 Most Populated Countries

as of July 2009

<table>
<thead>
<tr>
<th>Country</th>
<th>Population (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>1,335</td>
</tr>
<tr>
<td>India</td>
<td>1,177</td>
</tr>
<tr>
<td>United States</td>
<td>308</td>
</tr>
<tr>
<td>Indonesia</td>
<td>231</td>
</tr>
<tr>
<td>Brazil</td>
<td>192</td>
</tr>
<tr>
<td>Pakistan</td>
<td>168</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>162</td>
</tr>
<tr>
<td>Nigeria</td>
<td>154</td>
</tr>
<tr>
<td>Russia</td>
<td>141</td>
</tr>
<tr>
<td>Japan</td>
<td>127</td>
</tr>
</tbody>
</table>
Top 10 Most Populated Countries

as of February 2010

Millions

1,335 - China
1,177 - India
400 - Facebook
308 - United States
231 - Indonesia
192 - Brazil
168 - Pakistan
162 - Bangladesh
154 - Nigeria
141 - Russia
127 - Japan
Facebook’s Global Audience

Global Audience: 316,402,840

Data for 11/03/2009

United States
Country Audience: 94,748,820
Percent of Global Audience: 29.95%

United States Male / Female

United States Age Distribution

Not Pictured: Hong Kong, Maldives, Palestine, Singapore, Taiwan
# Facebook’s Growth Stats

<table>
<thead>
<tr>
<th>Statistics</th>
<th>Company Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 400 million active users</td>
<td></td>
</tr>
<tr>
<td>50% of our active users log on to Facebook in any given day</td>
<td></td>
</tr>
<tr>
<td>More than 35 million users update their status each day</td>
<td></td>
</tr>
<tr>
<td>More than 60 million status updates posted each day</td>
<td></td>
</tr>
<tr>
<td>More than 3 billion photos uploaded to the site each month</td>
<td></td>
</tr>
<tr>
<td>More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10 Largest Countries</th>
<th>10 Fastest Growing Over Past Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. United States</td>
<td>1. Poland</td>
</tr>
<tr>
<td>2. United Kingdom</td>
<td>2. Thailand</td>
</tr>
<tr>
<td>3. Turkey</td>
<td>3. Portugal</td>
</tr>
<tr>
<td>4. France</td>
<td>4. South Africa</td>
</tr>
<tr>
<td>5. Canada</td>
<td>5. Taiwan</td>
</tr>
<tr>
<td>6. Italy</td>
<td>6. Romania</td>
</tr>
<tr>
<td>7. Indonesia</td>
<td>7. Germany</td>
</tr>
<tr>
<td>8. Spain</td>
<td>8. Malaysia</td>
</tr>
<tr>
<td>9. Australia</td>
<td>9. Indonesia</td>
</tr>
<tr>
<td>10. Philippines</td>
<td>10. Iraq</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>1. Poland</th>
<th>12.46 %</th>
<th>137,900</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Thailand</td>
<td>2. Thailand</td>
<td>10.96 %</td>
<td>161,300</td>
</tr>
<tr>
<td>3. Portugal</td>
<td>3. Portugal</td>
<td>9.81 %</td>
<td>80,040</td>
</tr>
<tr>
<td>4. South Africa</td>
<td>South Africa</td>
<td>9.25 %</td>
<td>189,080</td>
</tr>
<tr>
<td>5. Taiwan</td>
<td>5. Taiwan</td>
<td>7.82 %</td>
<td>367,400</td>
</tr>
<tr>
<td>6. Romania</td>
<td>6. Romania</td>
<td>7.65 %</td>
<td>28,060</td>
</tr>
<tr>
<td>7. Germany</td>
<td>7. Germany</td>
<td>7.54 %</td>
<td>350,240</td>
</tr>
<tr>
<td>8. Malaysia</td>
<td>8. Malaysia</td>
<td>7.43 %</td>
<td>236,840</td>
</tr>
<tr>
<td>9. Indonesia</td>
<td>9. Indonesia</td>
<td>6.84 %</td>
<td>752,640</td>
</tr>
<tr>
<td>10. Iraq</td>
<td>10. Iraq</td>
<td>6.72 %</td>
<td>6,380</td>
</tr>
<tr>
<td>Alexa as of May 2009</td>
<td>China</td>
<td>USA</td>
<td>Japan</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------</td>
<td>-----------</td>
<td>-----------</td>
</tr>
<tr>
<td>1</td>
<td>Baidu</td>
<td>Google</td>
<td>Yahoo.jp</td>
</tr>
<tr>
<td>2</td>
<td>QQ</td>
<td>Yahoo</td>
<td>FC2</td>
</tr>
<tr>
<td>3</td>
<td>Sina</td>
<td>Facebook</td>
<td>Google.jp</td>
</tr>
<tr>
<td>4</td>
<td>Google.cn</td>
<td>YouTube</td>
<td>YouTube</td>
</tr>
<tr>
<td>5</td>
<td>Taobao</td>
<td>Myspace</td>
<td>Rakuten</td>
</tr>
<tr>
<td>6</td>
<td>163</td>
<td>MSN</td>
<td>Livedoor</td>
</tr>
<tr>
<td>7</td>
<td>Google</td>
<td>Windows Live</td>
<td>Ameblo.jp</td>
</tr>
<tr>
<td>8</td>
<td>Sohu</td>
<td>Wikipedia</td>
<td>mixi</td>
</tr>
<tr>
<td>9</td>
<td>Youku</td>
<td>Craigslist</td>
<td>Wikipedia</td>
</tr>
<tr>
<td>10</td>
<td>Yahoo</td>
<td>EBay</td>
<td>Google</td>
</tr>
</tbody>
</table>
EU Commission on Social Computing

Figure 2: The growth in active usage of social computing applications

Active internet users: “Thinking about using the internet, which of the following have you ever done?”

- Watch video clips online
- Listen to live radio/audio online
- Visit a friend’s social network page
- Read blogs
- Manage a profile on a social network
- Create a profile on a social network
- Leave a comment on a blog site
- Upload my photos to a photo sharing site
- Start my own blog/weblog
- Upload a video clip to a video sharing site

Source: (Universal McCann, 2009)
EU Commission on Social Computing

Figure 1: Adoption of Social Computing

<table>
<thead>
<tr>
<th>Region</th>
<th>Blogging</th>
<th>Podcasting</th>
<th>Wiki</th>
<th>SNS</th>
<th>Online gaming</th>
<th>Online social tagging</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>30</td>
<td>12</td>
<td>30</td>
<td>25</td>
<td>35</td>
<td>30</td>
</tr>
<tr>
<td>Asia</td>
<td>50</td>
<td>30</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Europe</td>
<td>25</td>
<td>2</td>
<td>30</td>
<td>20</td>
<td>25</td>
<td>2</td>
</tr>
</tbody>
</table>
Social Computing with Web 2.0

- Web as a medium vs. **Web as a platform**
- Read-Only Web vs. **Read-and-Write Web**
- Static vs. **Dynamic**
- Restrictive vs. **Freedom & Empowerment**
- Technology-centric vs. **User-centric**
- Limited vs. **Rich User Experience**
- Individualistic vs. **Group/Collective Behavior**
- Consumer vs. **Producer**
- Transactional vs. **Relational**
- Top-down vs. **Bottom-up**
- People-to-Machine vs. **People-to-People**
- Search & browse vs. **Publish & Subscribe**
- Closed application vs. **Service-oriented Services**
- Functionality vs. **Utility**
- Data vs. **Value**

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The Brave New Words

tag cloud
unfriend
tweet
defriend
blogsphere
hashtags
Folksonomy
Twisdom

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Social Networking Sites

- Example of Social Networking Sites: FaceBook, MySpace, Blogger, QQ, etc.
Social Search

• Social Search Engine

• Leveraging your social networks for searching
Social Media
Social News/Mash Up

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On-line Games and Virtual Communities

Second Life is an online, 3D virtual world imagined and created by its Residents.

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Social Bookmarking

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Social Entertainment

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Social Recommendations

Genius Recommendations for Apps
There are tens of thousands of apps in the App Store, with more added every day. A new feature of iPod touch makes finding cool new apps even easier. It’s Genius for apps, and it works just like Genius for your music. Tap the Genius icon and get recommendations for apps that you might like based on apps you and others have downloaded.

Genius Playlists
Say you’re listening to a song you really like and want to hear other tracks that go great with it. The Genius feature finds other songs on your iPod touch that sound great with the one you were listening to and makes a Genius playlist for you. Listen to the playlist right away, save it for later, or even refresh it and give it another go. Count on Genius to create a mix you wouldn’t have thought of yourself.

Genius Mixes
Now the Genius feature is even more powerful. Introducing Genius Mixes. All you do is sync iPod touch to iTunes, and Genius automatically searches your library to find songs that sound great together. Then it creates multiple mixes you’ll love. These mixes are like channels programmed entirely with your music.
Social Knowledge Sharing
Social Computing Revolution

Connectivity
Collaboration
Communities
The notion of social informatics relates to the interaction between society and ICT (information-communication technologies). In its broadest sense it covers:

1. the social consequences of ICT at micro (e.g. social aspects of ICT applications at personal and organisational level) as well as at macro level (e.g. information society studies);
2. the application of ICT in the area of social sciences and social/public sector;
3. the use of ICT as a tool for studying social phenomena (within social science methodology).

Graphical presentation is [here](#).
Politics

The Lede
The New York Times News Blog
June 2, 2009, 7:05 PM

China’s Great Firewall Blocks Twitter
By ROBERT MACKEY

Catherine Henrietta/Agence France-Presse — Getty Images

Latest Updates on Iran’s Disputed Election
To supplement reporting from New York Times correspondents inside Iran on Thursday, The Lede will continue to track the aftermath of Iran’s disputed presidential election online.

Wednesday: Latest Updates on Iran’s Disputed Election
On Wednesday, The Lede will continue to track the aftermath of Iran’s disputed presidential election online, to supplement reporting from New York Times correspondents inside Iran.

Tuesday: Latest Updates on Iran’s Disputed Election
To supplement reporting from New York Times correspondents inside Iran, The Lede
Commerce

- Social marketing
- Who are the brokers?
- Who can exert the most influence on buying/selling?
- How much should one advertise?
Public Health

• People’s behavior can be monitored
• What is on people’s mind translates to search queries
• Google predicts flu trends...

2007–2008 U.S. Flu Activity - Mid-Atlantic Region
ILI percentage

4%
2%
0
Twitter Pop Culture

• Twisdom: Twitter Wisdom

• A Philosopher Ponders Life in 140 Characters or Less
  • “I don’t know the key to success, but the key to failure is trying to please everybody.” Bill Cosby Do what you know in your soul is right!
  • It is a miserable state of mind to have few things to desire, and many things to fear. – Francis Bacon

• The Longest Poem In the World—the awesome twitter poem! 956,644 verses this morning and ~4,000 a day!
The YouTube Generation
The Age of Facebook

This page is run by Organizing for America, the grassroots organization for President Obama's agenda for change. To visit the White House Facebook page, go to: http://bit.ly/2bVCm. OFA is a special project of the Democratic National Committee.

Information

Current Office
Office: President of the United States

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Social Media vs. Anti-Social Media?

• Being on-line vs. being face-to-face
• Being superficial in relating vs. creating a rich experience of relationship
• Being disrupted vs. being in command of your personal space
• Being educated on-line vs. being mentored in person
The Future of Social Computing

- Technologies and social media will continue to advance at a very rapid pace...
- Social Computing impacts significantly to culture, commerce, humanities, ...
- Join the flow or be left behind?
Q & A